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A New Voice

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Another group joins the Capitol Hill crowd — advocating MWR benefits.

Profiles on the American Logistics Association, the Armed Forces Marketing Council and the Military Marketplace Association.

Paul Pierpoint and Ann Lowell, general managers of the Military Marketplace Association

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Military Market index

COMMISSARIES

		AUGUST			YEAR TO DATE		
		CY'88	CY'87	% CHANGE	CY'88	CY'87	% CHANGE
	CONUS	$166,263	$159,339	4.35	$1,296,142	$1,273,636	1.77
	OVERSEAS	36,780	34,198	7.55	294,508	266,754	10.40
AIR FORCE	TOTAL	**203,043**	**193,537**	**4.91**	**1,590,651**	**1,540,391**	**3.26**
	CONUS	116,025	112,770	2.89	917,525	895,755	2.43
	OVERSEAS	41,790	42,420	-1.49	344,190	315,630	9.05
ARMY	TOTAL	**157,815**	**155,190**	**1.69**	**1,261,715**	**1,211,385**	**4.15**
	CONUS	60,764	58,505	3.86	510,378	497,511	2.59
	OVERSEAS	6,774	6,518	3.93	57,899	55,555	4.22
NAVY	TOTAL	**67,538**	**65,023**	**3.87**	**568,277**	**553,067**	**2.75**
	CONUS	11,788	11,582	1.78	108,810	106,435	2.23
	OVERSEAS	277	280	-1.07	2,428	2,195	10.62
MARINE CORPS	TOTAL	**12,065**	**11,862**	**1.71**	**111,238**	**108,630**	**2.40**
	CONUS	232	224	3.57	2,081	1,981	5.05
	OVERSEAS	271	287	-5.57	2,322	2,410	-3.65
COAST GUARD	TOTAL	**504**	**511**	**-1.37**	**4,403**	**4,391**	**0.27**
	CONUS	$355,072	342,420	3.69	2,834,936	2,775,318	215
ALL	OVERSEAS	$85,892	83,703	2.62	701,347	642,544	9.15
COMMISSARIES	TOTAL	**$440,965**	**$426,123**	**3.48**	**$3,536,283**	**$3,417,862**	**3.46**
GROCERY STORES	*U.S.*[1]	*$26.635*	*25.146*	*5.92*	*204.286*	*195.996*	*4.23*

EXCHANGES

		AUGUST			YEAR TO DATE		
		CY'88	CY'87	% CHANGE	CY'88	CY'87	% CHANGE
	CONUS	$289,331	$273,000	5.98	$2,176,495	2,055,238	5.90
	OVERSEAS	208,015	203,170	2.38	1,733,875	1,530,026	13.32
AAFES	TOTAL	**497,346**	**476,170**	**4.45**	**3,910,370**	**3,585,265**	**9.07**
	CONUS[2]	97,871	99,678	-1.81	793,220	734,058	8.06
	OVERSEAS[2]	42,113	44,909	-6.23	350,211	319,604	9.58
NAVY	TOTAL[2]	**139,984**	**144,587**	**-3.18**	**1,143,431**	**1,053,662**	**8.52**
	CONUS	32,224	30,617	5.25	238,329	231,510	2.95
	OVERSEAS	5,475	5,385	1.67	41,483	39,793	4.25
MARINE CORPS	TOTAL	**37,699**	**36,002**	**4.71**	**279,812**	**271,303**	**3.14**
	CONUS[3]	6,632	6,860	-3.32	51,510	52,654	-2.17
	OVERSEAS[3]	494	511	-3.33	3,837	3,922	-2.17
COAST GUARD	TOTAL[3]	**7,126**	**7,371**	**-3.32**	**55,346**	**56,576**	**-2.17**
	CONUS[4]	927	954	-2.83	9,741	10,835	-10.10
	OVERSEAS[4]	1,762	2,009	-12.29	15,467	18,070	-14.41
MAIL ORDER	TOTAL[4]	**2,689**	**2,963**	**-9.25**	**25,208**	**28,905**	**-12.79**
	CONUS	$426,985	$411,109	3.86	$3,269,295	$3,084,295	6.00
	OVERSEAS	$257,859	$255,984	0.73	$2,144,873	$1,911,415	12.21
ALL EXCHANGES	TOTAL	**$684,844**	**$667,093**	**2.66**	**$5,414,168**	**$4,995,710**	**8.38**
DEPARTMENT STORES	*U.S.*[1]	*$12.448*	*$12.198*	*2.05*	*$88.586*	*$84.956*	*4.27*

1) SOURCE: U.S. Department of Commerce. 2) Does not include sales of ship stores. 3) MM estimate, based on official data. 4) Includes consolidated sales for all services, including Coast Guard. NOTE: Individual figures may not add to totals because of rounding. All sales are expressed in thousands (add 000), except grocery stores and department stores, which are in billions. Commissary sales include appropriate surcharges; exchange sales include concession volume.
NOTE: Distribution of sales by CONUS and overseas is based on definition by respective service and system. Figures do not include sales tax.